Note for Anton, Michelle

From: Saccaro, Rebecca

Date: Tue, Apr 29, 1997 9:32 AM

Subject: Menthol Lighter BB

To: Anton, Michelle

Here is a more reasonable forecast - 16,000. This uses the correct "What People are Saying" survey with bounceback response rate, which was 3.67%. Much more reasonable, don't you think!? Call me if you need anything else.

Becky

Source: https://www.industrydocuments.ucsf.edu/docs/sspm0004